

Remarks/Arguments

Claims 1-5 are rejected in the final Office Action dated July 25, 2006. Claims 1-5 are cancelled herein, and claims 6-13 are newly added. The amendments presented herein were not presented earlier since the claims prior to issuance of the final Office Action of July 25, 2006 were deemed allowable over the prior art of record at that time. These amendments are deemed to place this application in even better condition for allowance, or at a minimum, place the claims in better form for consideration on appeal. Accordingly, Applicants respectfully request entry of the accompanying amendments.

Re: Claims 1-5

Claims 1-5 are rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent Application No. 2003/0208756 by Macrae, et al. (hereinafter, "Macrae"). This ground of rejection is deemed moot in view of the cancellation of claims 1-5 herein.

Newly Added Claims 6-13

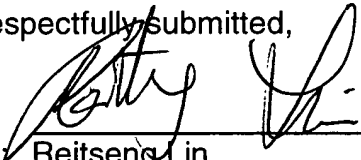
Claims 6-13 are newly added herein to more particularly point out and distinctly claim the subject matter that Applicants regard as their invention. In particular, newly added independent claims 6 and 10 respectively define a method and system for providing advertisements in an electronic program guide that accommodate at least two different types of advertisements including a "first type of advertisement" and a "second type of advertisement." According to these claimed inventions, the "first type of advertisement" is "displayable in response to user navigation within said electronic program guide" and the "second type of advertisement" is "displayable independently of user navigation within said electronic program guide." Macrae does not teach or

suggest, *inter alia*, the claimed "first type of advertisement" and "second type of advertisement." Accordingly, newly added claims 6-13 are deemed allowable.

Conclusion

Having fully addressed the Examiner's objections and rejections it is believed that, in view of the preceding amendments and remarks, this application stands in condition for allowance. Accordingly, reconsideration and allowance are respectfully solicited. If, however, the Examiner is of the opinion that such action cannot be taken, the Examiner is invited to contact the applicant's attorney at (609) 734-6813, so that a mutually convenient date and time for a telephonic interview may be scheduled. No fee is believed due. However, if a fee is due, please charge the fee to Deposit Account 07-0832.

Respectfully submitted,

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September 21, 2006

CERTIFICATE OF MAILING

I hereby certify that this amendment is being deposited with the United States Postal Service as First Class Mail, postage prepaid, in an envelope addressed to Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 on:

9-21-06
Date

Karen Schleich